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Serial No. 09/740,420

PATENT APPLICATION

AMENDMENTS TO THE CLAIMS

1 1. (currently amended) An automated method for developing a new product,
2 comprising:

3 receiving electronically, using a computer accessible through a wide area network, a

4 plurality of new product concepts from a plurality of submitters, said plurality of new

5 product concepts administered by a manager;

6 selecting one new product concept from said plurality of new product concepts for market

7 introduction;

8 transforming said selected new product concept into a developed new product suitable for

9 introduction to the marketplace;

10 introducing said developed new product to the marketplace to find an interested party; and

11 licensing said developed new product to said interested party for manufacture, distribution,

12 and sale in the marketplace, said license including parameters for making payment of

13 a first royalty to the submitter of said selected new product concept and making

14 payment of a second royalty smaller than said first royalty to the submitters of each

15 new product concept not selected and making payment of a third royalty smaller than

16 said first royalty payable to said manager.

1 2. (original) The method as in claim 1 wherein selecting one new product concept for
2 market introduction comprises:

3 formulating a market survey relative to each new product concept;

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4 submitting each market survey to each of said plurality of submitters and soliciting a
5 response relative thereto; and
6 analyzing said responses to said market surveys whereby to select said one new product
7 concept for market introduction.

1 3. (original) A method as in claim 2 wherein each market survey includes a conjoint
2 analysis component having multiple attributes and multiple levels designed to predict the
3 marketability of a respective new product concept.

1 4. (original) A method as in claim 2 further comprising providing a plurality of pools,
2 each pool associated with a predetermined subject matter and receiving only new product concepts
3 having substantially similar subject matter.

1 5. (original) A method as in claim 2 wherein receiving a plurality of new product
2 concepts includes receiving new product concepts only upon payment of a registration fee, and
3 said step of receiving a plurality of new product concepts is repeated until a predetermined number
4 of new product concepts has been received.

1 6. (original) A method as in claim 4 wherein presenting said developed new product to
2 the marketplace comprises:

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marketing said developed new product to at least one potential manufacturer so as to influence said potential manufacturer to execute a licensing agreement relative to said developed new product.

7. (original) A method as in claim 2 wherein transforming the selected new product concept into a developed new product, comprises:

engineering said selected new product concept to optimize the utility function thereof through application of innovative design methodology and consultation with the submitter of said selected new product concept; and obtaining a degree of proprietary protection for said selected new product concept by filing and prosecuting at least one patent application covering novel elements of said selected new product concept.

8. (original) A method as in claim 2 further comprising notifying said plurality of submitters when one new product concept has been selected and identifying said selected new product concept.

9. (currently amended) An automated method for developing new products, comprising:

providing a plurality of pools, each pool associated with a predetermined subject matter and administered by a pool manager;

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5 electronically receiving a predetermined number of new product concepts into each said
6 pool, each said new product concept being registered by a submitter to one of said
7 pools having a subject matter in common with the subject matter of said new product
8 concept;
9 formulating a market survey relative to each new product concept;
10 submitting each market survey to each of said plurality of submitters and soliciting a
11 response relative thereto;
12 analyzing said responses to said market surveys whereby to select said one new product
13 concept for market introduction;
14 transforming each said new product concept into a developed new product suitable for
15 introduction to the marketplace; and
16 introducing each said selected new product concept into the marketplace whereby to obtain
17 sales transactions therefore; and
18 wherein said distribution parameters include making payment of a first royalty to the
19 submitter of said selected new product concept and making payment of a second
20 royalty smaller than said first royalty in equal amounts to the submitters of each new
21 product concept not selected and making payment of a third royalty smaller than said
22 first royalty payable to said pool manager.

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1 10. (original) A method as in claim 9 wherein introducing each said developed new
2 product concept into the marketplace further comprises:

3 marketing each said developed new product to at least one potential manufacturer so as to
4 influence said potential manufacturer to execute a licensing agreement relative to
5 said developed new product; and

6 licensing each said developed new product to a manufacturer for manufacture, distribution,
7 and sale in a market mutually selected by said pool manager and said manufacturer,
8 each said license including parameters for distributing revenue derived from sale
9 transactions relative to said developed new product.

1 11. (canceled)

1 12. (original) A method as in claim 9 wherein transforming the selected new product
2 concept into a developed new product comprises:

3 engineering each said selected new product concept to optimize the utility function thereof
4 through application of innovative design methodology; and obtaining a degree of
5 proprietary protection for each said selected new product concept by filing and
6 prosecuting at least one patent application covering the novel elements of each said
7 selected new product concept.

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1 13. (original) A method as in claim 12 wherein receiving said new product concepts
2 into said pools includes requiring payment of a registration fee for each new product concept
3 registered by a submitter, said registration fees being used to fund said steps of engineering each
4 said selected new product concept and obtaining a degree of proprietary protection for each said
5 selected new product concept.

1 14. (original) A method as in claim 9 wherein receiving said new product concepts
2 into said pools includes requiring payment of a registration fee for each new product concept
3 registered by a submitter, the registration fee being dependent upon the subject matter associated
4 with the pool into which a new product concept is registered.

1 15. (original) A method as in claim 9 further comprising combining two or more
2 pools into a single pool if a predetermined number of new product concepts are not received into
3 a single pool within a predetermined period of time.

1 16. (original) A method as in claim 9 further comprising notifying said new product
2 concept submitters associated with each pool when one new product concept has been selected
3 from said pool and identifying said selected new product concept.

1 17. (original) A method as in claim 9 wherein each market survey includes a conjoint
2 analysis component having multiple attributes and multiple levels designed to predict the
3 marketability of a respective new product concept.